

# Customer Data Engine™

Data management, simplified.

Today's marketers face countless challenges. From creating a single view of your customer, to crafting and executing personalized campaigns that resonate, to accessing accurate attribution and reporting data you can build on, marketers face an increasingly daunting task in communicating with their audience. That's why Experian created the Customer Data Engine. A modern, easy-to-use, hosted customer data platform, the Customer Data Engine takes data management to the next level.

## What is the Experian Customer Data Engine?

With customers interacting across so many different channels and devices, it can be difficult to create effective marketing campaigns to connect with them—especially when you're dealing with siloed databases and complex, outdated CRM management tools. Experian's Customer Data Engine brings your data together to create a complete picture of your customer across online and offline channels, giving you the insight you need to communicate with them more effectively—and reach prospects just like them.

## How Customer Data Engine can help you

Experian's Customer Data Engine was built to address the biggest issues facing marketers today, all from a single platform: securely managing your customer data, creating a single view of the customer, better targeting customers, managing your marketing campaigns and measuring campaign effectiveness. No matter what your data management need, Experian's Customer Data Engine is the solution.



## Customer Data Engine

### How it works

The Customer Data Engine enables a complete picture of online and offline customer engagement, and delivers the data, tools and insights needed to make effective decisions on how to reach your ideal customers and lookalike prospects. We do this by providing:

- A hosted data environment to consolidate your customer data from any PII nor non-PII touchpoint.
- Clean, standardized data using hygiene and verification services.
- Matching, linkage and resolution services to create a single and persistent multi brand view of customers, both online and offline
- A people-friendly interactive and intuitive campaign management platform directly tied into media destinations across channels, enabling the quick creation and deployment of your marketing campaigns
- Data to enrich what you know about your customers, and analytics tools to mine your data and make decisions
- Access to Experian's ecosystem of people-based media partners, whether your need is deploying to social media, digital display, your email platform, or even traditional offline marketing
- Integrated campaign measurement services to provide closed-loop reporting
- Full or self-service options for campaign creation, execution and reporting
- Access to our industry recognized Managed Services Organization to deliver tactical, analytical and strategic support, as well as best practices designed to grow programs along all relevant KPIs to derive maximum value

### Use cases

#### ***Retailers***

One of the largest e-commerce retailers in the U.S. was hampered by staff turnover and unable to consistently stay on schedule with their marketing campaigns. Experian successfully transitioned them from their third-party segmentation tool to the Customer Data Engine. This client was then able to create campaigns and reports with ease. Plus, our Managed Services Team provided system management and new feature implementation support. This client has since transitioned two of their brands to the Customer Data Engine with plans to migrate all of their remaining brands in the near future.

Another retailer had been working with a campaign and reporting tool that created challenges such as siloed data and limited reporting capabilities. Experian transitioned them to the Customer Data Engine without interruption to their existing marketing campaigns. We also consolidated their data, provided enhanced reporting functionality, easily prospected their consumers within direct mail and digital channels, and enabled them to easily access digital destinations.

#### ***Publisher/Distributor***

Experian worked with a well-known publishing client to migrate from their old, outdated database solution to the Customer Data Engine within six months. The publisher noticed immediate gains, including ease of use and speed to market with campaigns and reporting. They also found the Customer Data Engine very intuitive and functional for their business needs.

To learn more about Experian's Customer Data Engine, contact your Experian Marketing Services representative, email [experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com) or call 1-877-902-4849.